



- A Major League Must Create Quality Content for All Platforms.
- Current Infrastructure Is Limited.
- Proposed Approach Provides For:
 - Game and Camera Feeds To Be Delivered to Central Facility.
 - Hockey Factory for Creation of Long and Short Form Programming.
- Enables Us to Meet Demand for NHL Content With Consistent Message.



- Enhanced Content Results in Increased Traffic Which Generates Incremental Revenue.
- Increased Focus on Advertising Sales.
- Continued Integration With Corporate Marketing.
 - \$19 CPM vs. \$6 CPM.



A. Programming

- NHL.Com and All Club Sites Programmed on Common Technology Platform.
- League Programs Basic Element of Club Sites.
- Clubs Post Local Content of Their Choosing.
- Club Site Template Provides for Club Colors, Logos, Players, Etc.
- Ensures Content Quality, Technical Functionality and Unified Strategic Focus.